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MEDIA CONTACT:

Paula Freund

Press Secretary, Office of Mayor Greg Ballard – City of Indianapolis

paula.freund@indy.gov; C: (317) 464-7112

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MAYOR BALLARD UNVEILS LUCAS OIL STADIUM RECYCLING PROGRAM

PARTNERS WORK TO INCREASE CIVILIAN RECYCLING WITH NEW OUTREACH EFFORT

INDIANAPOLIS – Mayor Greg Ballard was joined today by representatives from Lucas Oil Stadium, the Indianapolis Colts, Coca-Cola, Republic Services and the U.S. Environmental Protection Agency (EPA) in unveiling a new public education program designed to increase awareness and participation in recycling at Lucas Oil Stadium for the 2011 Indianapolis Colts season.

“The City of Indianapolis is proud to be a partner among these environmental leaders in our community working together to promote recycling, which conserves natural resources and saves energy,” said Mayor Ballard. “This outreach effort will encourage fans to embrace recycling at Lucas Oil Stadium by placing their empty bottles and cans into the recycling bins rather than discarding them in the trash.”

The new “RecyclingIndy” logo and brand will encourage Lucas Oil Stadium visitors to deposit empty bottles and cans into one of more than 200 recycling bins throughout the stadium. The existing “Give it Back” recycling bins provided by Coca-Cola are now co-branded to include the “RecyclingIndy” messaging. In addition, recycling is reinforced in the Colts fan guide, in stadium transition areas, at concessions, by Lucas guest services representatives, and in arena messaging provided by Republic Services.

“As the largest organization utilizing the stadium we have a responsibility to set the standard for our fans,” said Tom Zupancic, senior vice president of sales and marketing for the Indianapolis Colts. “Our partnership with Coca-Cola allows us to ‘Give it Back’ by utilizing recycled Coke syrup containers for our bins, and our partnership with Republic Services ensures the materials are collected and recycled.”

Lucas Oil Stadium has incrementally increased in-arena recycling efforts since it opened, recycling more than 22 percent of its waste in 2010. The outreach effort announced today is supported by a \$42,600 EPA grant awarded to the City of Indianapolis in October 2010 to boost recycling at sports arenas. “Lucas Oil Stadium was pleased to work with the City and other partners to secure an EPA grant to help us educate visitors about the importance and ease of recycling at our facility,” said Barney Levensgood, executive director of the Indiana Convention Center and Lucas Oil Stadium.

Mayor Ballard created the City’s Office of Sustainability in 2008 and is committed to making Indianapolis the most sustainable city in the Midwest. For more information, visit www.sustainindy.org.

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